

What is claimed is:

1. A packaging or display device for packaging or displaying a product that in use secures an object, comprising a backing card, the backing card comprising an object portion that simulates the object, wherein the object portion and the backing card comprise a single piece of material, and wherein the object portion cooperates with the product to secure the product to the backing card and to simulate the product securing the object when the product is used.

2. The device of claim 1, wherein the product is a holder for securing an object.

3. The device of claim 2, wherein the holder comprises a base that can be mounted on a surface or object, a pair of jaws, and a means of resiliently biasing and guiding the jaws to releasably hold an object.

4. The device of claim 1, wherein the backing card comprises paper, cardboard, or plastic.

5. The device of claim 1, wherein the object portion is a die-cut from the backing card material.

6. The device of claim 1, further comprising graphic images that depict the object or the use of the product.

7. The device of claim 2, comprising one or more additional products.